



**central**  
INSTITUTE OF TECHNOLOGY

style guide

# style guide logo central application creative conte guide motion visual centra



**Why have a style guide?** This style guide has been prepared to govern and guide the use of the Central Institute of Technology brand and logo. It is also intended to avoid logo misrepresentation or exploitation.

There are two variations of the logo, portrait and landscape, portrait being the primary version. The landscape should be used where limited space means the portrait version will not work.



**About the new logo** The combination of the shapes coming together illustrates how all the elements combine at Central to achieve great results. The dynamic shapes symbolising the students, the lecturers, staff, industry partners, training techniques and our range of infrastructure and new buildings.

The logo is contemporary, reflecting our reputation of offering pioneering training in many of the modern fields such as graphic design, film, multimedia, fashion and fine arts. It reflects our position as a centre of excellence & specialisation for creativity and innovation.

The colour provides energy and depth which portrays the dynamic direction the College is going in through enterprise, infrastructure and program delivery.

Each time you look at the logo you see something different. A great metaphor for how each time you come to Central you learn something new.

# institute technology for temporary vibrant central al conduit

## Minimum logo application

There are minimum sizes for the logo, using the logo any smaller will compromise the legibility .

20mm height



10mm height



20mm height



10mm height



20mm height



10mm height



# style guide logo central

## application creative conte

### guide motion visual centra

#### Process colour logo

The logo can be reproduced in four colour process or PMS (Pantone Matching System).



#### Mono logo

Where colour is unavailable the mono version should be used.



#### Reversed mono logo

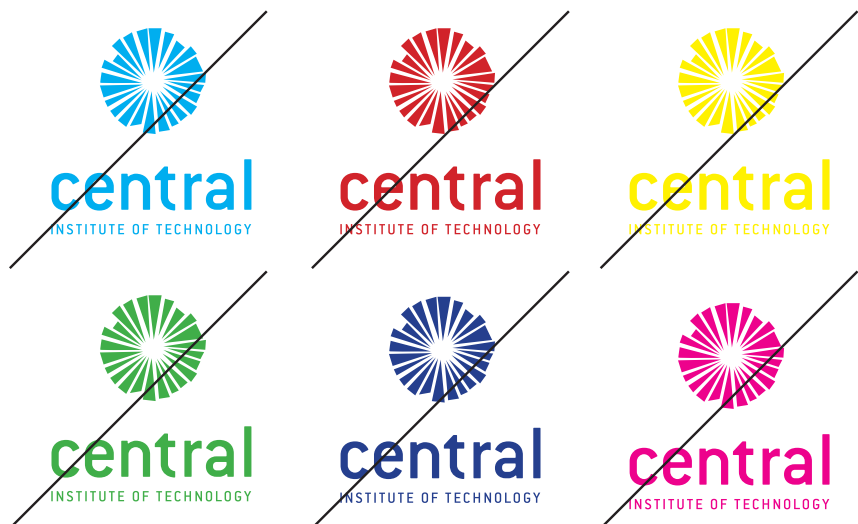
Where colour is unavailable the mono version should be used.



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## Colour reproduction

The logo should never be reproduced in any other colours as outlined on the previous page.



## Logo reproduction

The logo should not be distorted, stretched, underlined or manipulated in any way.



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## Typography

The typeface is an important visual element of the Central corporate brand.

If you do not have access to the conduit typeface, replacement typefaces you can use are Gill Sans or Arial.

For letterheads, flyers, documents, any correspondence etc, please always use one of these typefaces.

## Conduit

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

# institute technology for temporary vibrant central al conduit

## Email signatures

In an effort to continue consistency of usage we have standardised email signatures. Please customise the template with your own details.

julie hobbs | principal lecturer | furniture, industry and interior design  
central institute of technology | 19 aberdeen street northbridge wa 6003  
t 9427 1031 | [julie.hobbs@central.wa.edu.au](mailto:julie.hobbs@central.wa.edu.au)

kelly townson | manager marketing  
central institute of technology | level 6, 25 aberdeen street northbridge wa 6003  
t 9427 1525 | m 0456 675 678 | [kelly.townson@central.wa.edu.au](mailto:kelly.townson@central.wa.edu.au)

kaitlyn barrow | executive assistant | office of the managing director  
central institute of technology | locked bag 6 northbridge wa 6865  
t 9427 1287 | [kaitlyn.barrow@central.wa.edu.au](mailto:kaitlyn.barrow@central.wa.edu.au)

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## Logo placement

The logo should always be treated as the primary logo and appear top of all promotional material.



### Staff Induction - College Welcome

**WELCOME TO CENTRAL TAFE!**

We recognise that starting any new job can be challenging and involve a steep learning curve. To help ease you into your new role we have developed a comprehensive staff induction program. This induction will show you how to access all the resources, tools, policies and services that the College has developed to support you during your time at Central TAFE.

The first step of the program is a unique opportunity to meet with our Managing Director, Neil Fernandes. New staff are invited to attend this compulsory one hour session with Neil, where he will share the:

- History of the college
- College vision
- Strategic direction
- What it means to be a Central TAFE staff member
- How you can contribute to the success of the College.

The balance of the program is available online and will provide further support to you as a new staff member. Lecturers will also attend a two day Teaching Toolbox - Introduction to Teaching @ Central.

For catering purposes, please confirm your attendance by contacting the Professional Development Administrative Assistant on 9202 4867, or by emailing [HelpPD@central.wa.edu.au](mailto:HelpPD@central.wa.edu.au)

**This interactive and informative session will be conducted on the following dates:**

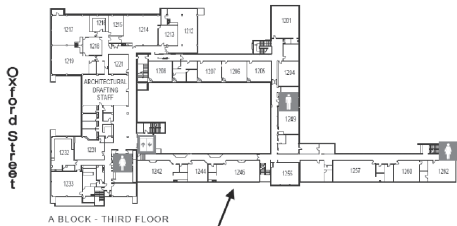
**Tuesday 28 July**  
12.00pm – 1.00pm

**Tuesday 20 October**  
12.00pm -1.00pm

**Venue:**  
L1246 - Leederville Campus

**Catering:**  
Lunch on Registration

Richmond Street



A BLOCK - THIRD FLOOR





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## External promotional material

### Mandatory use

Statutory authorities (training) must use the State Government badge in accordance with Government policy. They must also include the Training WA Training Program logo on all client facing communication relevant to courses funded by the Department.

When you have to use the govt crest and the training wa logo together, they should always feature in the top left of material.

It is mandatory to use the Training WA Training Program logo on:

- course advertising
- publications including course brochures and flyers
- public relations
- website





## UNEARTH A GREAT CAREER

Central Institute of Technology can get you working in the mining & resources industry

Central Institute of Technology's Leederville Campus offers a Certificate II in Resource Processing that gives you the hands on skills and knowledge required to work as an operator in mineral processing operations.

If you would like a career in mineral processing you will need to:

- possess mechanical aptitude;
- be physically fit;
- be able to work in teams;
- have good communication and problem solving skills; and
- be willing to undertake shift work

Processing operators can be involved in all aspects of mineral processing, including sampling and laboratory work. The mineral process is often located in remote areas and working conditions may include dust, heat and noise.

1300 300 822  
[www.central.wa.edu.au](http://www.central.wa.edu.au)

### Careers in mineral processing

Mineral processing operators are employed by most mining companies, industrial mineral companies and quarries. They undertake a multitude of tasks to ensure the safe and efficient operation of a chemical or mineral processing plant. The operator runs the equipment used to produce a final product, or extract the mineral from ore for further processing.

Mineral processing operators may perform the following key activities:

- Operation of mobile or fixed equipment, such as crushers, screens, mills, pumps, conveyors, feeders, thickeners or other extractive equipment depending on the mineral being recovered.
- Start up and shut down of the process or sections of the plant
- Sampling and testing of process streams
- Fault finding and minor repairs to the plant or equipment

- Assisting with cleaning and maintenance of the equipment and the plant
- Solving basic problems in the process
- Ensuring workplace safety
- Complying with environmental policies and procedures

### Entry Requirements

To apply for the Certificate II in Resource Processing you will need developed communication skills and developed maths skills.

### Further Study

After completing the Certificate II in Resource Processing you can apply to study either a Certificate III, Certificate IV or Diploma in Resource Processing. Subsequently university study is also an option.

### I would like to know more!

For more information and to apply for study in Semester 1 2010 please call the Mining area on (08) 9202 4354.

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Logo application on  
colour and photographic  
backgrounds.

When applying the logo  
to photographic or colour  
background it must appear  
in the following options.



Logo on  
C0 M7 Y10 K0